

# CONTRACT

**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**GMMB/Greer Margolis Mitchell & Burns**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

<b>Contract / Revision</b> 545832 /		<b>Alt Order #</b> 07874843
<b>Product</b> HIRSCHBIEL/C/D		
<b>Contract Dates</b> 09/18/12 - 09/24/12		<b>Estimate #</b> 106/113/1217
<b>Advertiser</b> Hirschbiel/D/State House		<b>Original Date / Revision</b> 10/30/12 / 10/30/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WTKR	<b>Account Executive</b> Jamie Andrus	<b>Sales Office</b> Washington, D.C.
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b> 8020	<b>Advertiser Code</b> 106	<b>Product Code</b> 113
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	09/18/12	09/23/12	NewsChannel 3 News	5-6am		:30			NM	4	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$115.00			
2	3	09/18/12	09/23/12	Newschannel 3 News	6-7am		:30			NM	4	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$220.00			
3	3	09/18/12	09/23/12	CBS This Morning	7-9a		:30			NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$140.00			
E 4	3	09/18/12	09/23/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				1	\$295.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/17/12-09/23/12	Price Is Right	11am-12n	-TuWThF----	:30		<del>\$295.00</del>	NM		
	Credited											
5	3	09/18/12	09/23/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				1	\$200.00			
6	3	09/18/12	09/23/12	CBS Daytime	1228-3pm		:30			NM	2	\$490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				2	\$245.00			
7	3	09/18/12	09/23/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$245.00			
8	3	09/18/12	09/23/12	Face the Nation	1030-11am		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$415.00			
9	3	09/18/12	09/23/12	Ellen Degeneres 3pm	3-4pm		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				2	\$200.00			
10	3	09/18/12	09/23/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$115.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
545832 /	07874843

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/18/12 - 09/24/12	HIRSCHBIEL/C/D	106/113/1217

<u>Advertiser</u>	<u>Original Date / Revision</u>
Hirschbiel/D/State House	10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
												Totals	
		Start Date	End Date	Weekdays				Spots/Week	Rate				
11	3	09/18/12	09/23/12	Newschannel 3 News	5-530pm		:30			NM	3	\$660.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-TWTF--				3	\$220.00				
12	3	09/18/12	09/23/12	Newschannel 3 News	530-6pm		:30			NM	4	\$960.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-TWTF--				4	\$240.00				
13	3	09/18/12	09/23/12	Newschannel 3 News	6-630pm		:30			NM	3	\$930.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-TWTF--				3	\$310.00				
14	3	09/18/12	09/23/12	7-730pm	7-730pm		:30			NM	2	\$720.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-TWTF--				2	\$360.00				
15	3	09/18/12	09/23/12	M-F 730-8pm	730p-8pm		:30			NM	2	\$720.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-TWTF--				2	\$360.00				
16	3	09/18/12	09/23/12	Sunday Prime	7-8pm		:30			NM	1	\$1,680.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-----S				1	\$1,680.00				
17	3	09/24/12	09/24/12	Monday Prime	10-11pm		:30			NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$1,400.00				
18	3	09/18/12	09/23/12	Wednesday Prime	8-9pm		:30			NM	1	\$1,260.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	--W----				1	\$1,260.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
		1	3	09/17/12-09/23/12	Wednesday Prime	8-9pm	---W-----	:30	<del>\$1,260.00</del>	NM			
		See MG 18.2											
		2	3	09/19/12-09/19/12	CBS Specials	8-930pm Survivor	---W-----	:30	\$1,260.00	NM			
		Ⓜ MG for 18.1 09/19											
19	3	09/18/12	09/23/12	Thursday Prime	9-10pm		:30			NM	1	\$1,260.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	---T---				1	\$1,260.00				
20	3	09/18/12	09/23/12	Sunday Prime	8-9pm		:30			NM	1	\$1,260.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-----S				1	\$1,260.00				
21	3	09/18/12	09/23/12	Late News (M-F)	11-1135p		:30			NM	2	\$790.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-TWTF--				2	\$395.00				
22	3	09/18/12	09/23/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$590.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-----SS				2	\$295.00				
23	3	09/18/12	09/23/12	Late Night with David Letterman	1135pm-1235am		:30			NM	1	\$165.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-TWTF--				1	\$165.00				
24	3	09/18/12	09/23/12	1135pm-1205am	1135pm-1205am		:30			NM	1	\$105.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-----S				1	\$105.00				
25	3	09/24/12	09/24/12	NewsChannel 3 News	5-6am		:30			NM	1	\$115.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$115.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
545832 /	07874843

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/18/12 - 09/24/12	HIRSCHBIEL/C/D	106/113/1217

<u>Advertiser</u>	<u>Original Date / Revision</u>
Hirschbiel/D/State House	10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount		
26	3	09/24/12	09/24/12	Newschannel 3 News	6-7am		:30			NM	1	\$220.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$220.00				
27	3	09/24/12	09/24/12	CBS This Morning	7-9a		:30			NM	1	\$140.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$140.00				
28	3	09/24/12	09/24/12	Price Is Right	11am-12n		:30			NM	1	\$295.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$295.00				
29	3	09/24/12	09/24/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$200.00				
30	3	09/24/12	09/24/12	CBS Daytime	1228-3pm		:30			NM	1	\$245.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$245.00				
31	3	09/24/12	09/24/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$200.00				
32	3	09/24/12	09/24/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$115.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$115.00				
33	3	09/24/12	09/24/12	Newschannel 3 News	530-6pm		:30			NM	1	\$240.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$240.00				
34	3	09/24/12	09/24/12	Newschannel 3 News	5-530pm		:30			NM	1	\$220.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$220.00				
35	3	09/24/12	09/24/12	Newschannel 3 News	6-630pm		:30			NM	1	\$310.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$310.00				
36	3	09/24/12	09/24/12	7-730pm	7-730pm		:30			NM	1	\$360.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$360.00				
37	3	09/24/12	09/24/12	M-F 730-8pm	730p-8pm		:30			NM	1	\$360.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$360.00				
38	3	09/24/12	09/24/12	Late News (M-F)	11-1135p		:30			NM	1	\$395.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$395.00				
39	3	09/24/12	09/24/12	Late Night with David Letterman	1135pm-1235am		:30			NM	1	\$165.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$165.00				
40	3	09/18/12	09/21/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$295.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-TWTF--				1	\$295.00				
Totals											64	\$20,485.00	

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/24/12	64	\$20,485.00	\$17,412.25
<b>Totals</b>	<b>64</b>	<b>\$20,485.00</b>	<b>\$17,412.25</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.